

ABSTRACT

A questionnaire is created based on a questionnaire table, which contains elements characterizing a commercial article and options prepared for each element. A participant answers
5 questionnaires, the answers are collected, and an option selected by a maximum number of participants is specified as an adopted option for every element. Then, an image of the article characterized by the adopted options is formed. Some portion of a profit acquired by selling the article is shared
10 among the participants. The portion for the participant is determined with respect to a degree of contribution to the development.